

CHAPTER XXXI
ZONING ORDINANCE
VILLAGE OF SLINGER, WASHINGTON COUNTY, WISCONSIN

ARTICLE 6.00 SIGNS

6.01 DETERMINE IF A SIGN PERMIT AND FEE IS REQUIRED

No sign shall be located, erected, moved, reconstructed, extended, enlarged, converted, or structurally altered until a sign permit has been issued in accordance with SECTION 6.02 and a fee paid in accord with a fee schedule established by the Village Board.

Temporary signs require registration in accordance with Section 6.04. No fee is required for temporary signs.

Certain types of signs do not require a sign permit and such signs are described in Section 6.03.

6.02 ADMINISTRATION

A. Approval of Sign Permits

The Building Inspector shall approve all sign permits. Certain signs along State Trunk Highways may also require the approval of the Wisconsin Department of Transportation.

In the Administration of these sign regulations, the Building Inspector shall provide a monthly report to the Planning Commission regarding signage issues and may consult with the Commission and/or the Zoning Board of Appeals for interpretations on these regulations.

B. Recording

The Building Inspector shall record and file all applications for permits with any accompanying plans and documents, make inspections of signs in the Village, and issue orders of non-compliance for signs as may be required.

C. Computations

The following definitions shall control the computation of sign area and sign height.

1. Computation of Area of Individual Signs. The area of a sign face (which is also the sign area of a wall sign or other sign with only one face) shall be

computed by means of the smallest square, circle, rectangle, triangle, or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets zoning ordinance regulations and is clearly incidental to the display itself.

2. Computation of Area of Multi-faced Signs. The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces visible from any one point. When two identical sign faces are placed back to back, so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure, the sign area shall be computed by the measurement of one of the faces.
3. Computation of Height. The height of a sign shall be computed as the distance from the base of the sign at existing grade to the top of the highest attached component of the sign. Existing grade shall be the lower of (1) the grade prior to construction or (2) the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases in which the existing grade is not reasonable for a sign location, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the centerline of a public street or the grade of the land at the principal entrance to the principal structure on the lot, whichever is lower.

D. Sign Permit Application for Permanent Signs

A Sign Permit application (provided by the Village) shall be completed and submitted with the required fee to the Village Clerk. The application shall include the following information:

1. Consent of Owner
Written consent of the owner or lessee of the building, structure, or land to which or upon which the sign is to be erected.
2. Scaled Drawing(s) of Sign
Scaled drawing of the sign indicating the dimensions, the materials to be used, the type of illumination, if any, and the method of construction and attachment.

3. Site Plan
Site plan, drawn to scale, of the location and position of such sign in relation to structures and/or buildings, public right-of-way, and any utility pedestrian easements.
4. Master Signage Plan
Prior to approval of any sign permit in a commercial or manufacturing district, particularly for multi-tenant buildings or sites with multiple uses, the Planning Commission shall approve a Master Signage Plan (MSP) for developments approved after 10-22-07. The purpose of the MSP is to provide standards for design consistency on a site and avoid cluttered and uncoordinated signage.

The MSP shall include the following components:

- a. A scaled site plan showing all buildings, parking and drive areas, landscaping and the location type of all proposed signs placed on the ground.
- b. A scaled building elevation(s) showing the location and size of all proposed wall signs.
- c. Computation of the maximum total sign area within the site, the area of each individual sign, the height of each sign or its components.
- d. Color scheme, lettering or graphic style, lighting, materials and location of each sign placed on a building or in window areas. Where specific tenants are unknown, generic information shall be shown.
- e. Design and/or maintenance standards, features or restrictions proposed by the owner(s) or developer.

The MSP may be submitted and processed in conjunction with site plan approval. The MSP may be amended by submittal of a revised plan. After approval of a MSP, all signs shall be placed in accord with the MSP which may be enforced as a provision of this code.

6.03 SIGNS NOT REQUIRING A SIGN PERMIT

The following signs are permitted without a sign permit, subject to the following regulations:

A. Real Estate Signs

Which advertise the sale, rental, or lease of the premises upon which said signs are temporarily located shall not exceed eight (8) square feet for residential properties, and shall not exceed thirty-two (32) square feet for Commercial, Industrial or Institutional properties;

B. Address Signs

Ground Signs Identifying the Name and Address of the Resident not to exceed two (2) square feet in areas when located on the premises;

C. Signs for Public, Charitable or Religious Institutions

Bulletin boards on ground signs or wall signs for public, charitable, or religious institutions not to exceed fifty (50) square feet in area located on the premises. Such signs shall meet the setback requirement of the district in which they are located;

D. Building Identification Signs

Memorial signs, tablets, names of buildings, and date of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure;

E. Public Information Signs

Official ground signs, such as traffic control, parking restrictions, information and notices;

F. Flags

Flags of the United States, the State of Wisconsin or the Village of Slinger, provided that such a flag does not exceed 60 sq. feet in area and be flown on a pole not more than 40 feet in height. U.S. Flags shall be flown in accord with protocol established by the U. S. Congress for U.S. Flags

G. Political Campaign Signs

Political campaign signs may be permitted in any zoning district provided that

permission is obtained from the property owner, renter, or lessee; and provided that the signage is not placed or erected prior to the first day of the "election campaign period" as defined in §12.04, "Communication of Political Messages," Wisconsin Statutes, and shall be removed within four (4) days following the election;

H. Job Site Signs for Contractors or Lenders

Such signs not to exceed 32 square feet in area, and posted no longer than one week after completion of the project;

I. Rummage Sale Signs

Rummage sale signs used for the purpose of advertising the sale of merchandise at a private residence by at least one (1) occupant of said residence, subject to the following regulations:

1. Such signs shall be posted only on the day(s) of the sale;
2. Signs shall not be attached to or displayed on traffic or regulatory signs, light poles, parkway/terrace trees or other public property.

J. Window & Door Signs & Vinyl Window Graphics

Window & door signs shall be permitted in Business, Commercial and Manufacturing districts. In such districts, only the inside surfaces of any window or door may be used for the attachment of a temporary sign(s), provided that the total area of such sign(s) shall not exceed seventy-five (75) percent of the total window or door area in which the sign(s) is placed and shall not be placed on door windows or other windows needed to be clear for pedestrian safety.

Exterior or interior mounted signs or lettering on windows or doors shall be considered permanent signs and such window signs or lettering shall be limited to name, address, hours of operation or similar information but shall not contain advertising messages. Such signage shall be included in the 75% maximum allowable total area of window and door signs.

Vinyl Window Graphics depicting products sold or serviced on the premises may be placed in Business, Commercial or Manufacturing Districts. Such graphics shall comply with the same area regulations noted above for window and door signs, and shall be included in the 75% maximum total area of window and door signs. The 25% uncovered window area shall be located to maximize sight lines into the building(s) for occupant security and pedestrian safety.

6.04 TEMPORARY SIGNS IN CERTAIN ZONING DISTRICTS

Temporary signs, flags, or banners may be permitted in Business, Manufacturing and Institutional Districts in accord with the following:

- A. Registration of Temporary Signs, Flags or Banners
No permit or fee is required for a Temporary Sign. However, prior to the display of any such temporary signs, flags or banners, the property owner or business tenant or organization intending to display such signs shall contact the Village Building Inspector's office by phone, fax, e-mail or in person to state their intentions and describe the proposed sign, its location, and its display period. Such contact shall constitute registration of the sign(s) by the Village Building Inspector who shall maintain a written record of the information to achieve compliance with applicable requirements.
- B. Frequency of Display
A temporary sign may be displayed for not more than forty-five (45) consecutive days at any one time, and shall not be displayed for more than 180 days per calendar year.
- C. Number & Size of Temporary Signs
A maximum of six (6) temporary signs may be displayed on any one premises at any one time. The maximum size (area in square feet) of a temporary sign(s) on one premises shall be limited to 5% of the area of the building façade facing any street, and shall not exceed a maximum of 96 sq. ft. total for all temporary signs on any one premises.
- D. Placement
Temporary signs may be placed on building wall(s) or lawn areas, and shall not obscure the vision of motorists using the premises. There is no minimum setback for temporary signs. Such signs shall not be located in the public right-of-way.
- E. Materials & Condition
Temporary signs shall be made of durable weatherproof materials and shall be maintained to appear in new condition. Signs which are damaged, weathered, unreadable, or in poor condition shall be removed as soon as practicable.
- F. Violations
Violators of temporary sign requirements shall be notified in writing by the Village of non-compliance conditions. If compliance is not achieved, the Village may initiate action to cease a violation of these requirements in accord with Article 15.00 of this ordinance.

6.05 SIGNS PERMITTED IN BUSINESS, MANUFACTURING OR RESIDENTIAL DISTRICTS WHICH REQUIRE A SIGN PERMIT

In Business & Manufacturing Districts, the maximum total area of all individual permanent signs on each business premises shall not exceed two hundred (200) square feet. This maximum total area does not include portable or temporary signs, flags or banners. Certain multi-tenant buildings may exceed the 200 square foot maximum area in accord with Section 6.06 A. 4.

A Master Signage Plan shall be submitted in accord with Section 6.02 (D) (4) for developments which contains multiple uses on a lot or group of lots, or for multi-tenant buildings.

The following signs are permitted in business and manufacturing districts, subject to the following restrictions and in accord with a Master Signage Plan where applicable:

A. Wall Signs

Wall signs placed against the exterior walls of buildings shall not extend more than twelve (12) inches outside of a building's wall surface, shall not exceed two hundred (200) square feet in area for any one premises, and shall not exceed the roofline.

On Multi-Tenant buildings, one exterior wall sign may be installed for each individual tenant, and any such individual tenant wall sign shall not exceed sixty (60) square feet in area and shall not exceed two (2) feet in height in Business Districts, and shall not exceed three (3) feet in height in Manufacturing Districts. See Section 6.06 A. for larger signs as a Conditional Use.

On corner lots or sites with multiple street frontages, wall signs may be permitted on any wall facing a street or highway.

B. Ground Signs

Ground signs shall not exceed 20 feet in height as defined in Section 6.02 C., shall not exceed one hundred (100) square feet on one side with a maximum two hundred (200) square feet total, and shall meet the minimum setback and yard requirements for the district in which it is located, except that in the B1 Zoning District the setback shall be five (5) feet from the right-of-way, and that in all other Business and Manufacturing zoning districts the setback shall be ten (10) feet from the right-of-way. Ground signs located at street or alley intersections may require a greater setback to comply with Section 5.01 to provide safe traffic visibility at such locations. On corner lots or sites with multiple street frontages, one ground sign may be permitted along each street or highway.

C. Portable Signs

Portable signs may be permitted by the Building Inspector for advertising purposes provided that the portable sign will not be located in any public right-of-way, will not be located closer than ten (10) feet to an adjacent property, and will not cause a hazard to traffic or adjoining properties. Portable sign permits shall not be granted for a period of more than 14 days per occurrence and will not exceed three (3) occurrences in any 12 month period. The permit shall be in the same form as defined in Section 6.11 of this code.

D. Subdivision or Development Signs

Sign identifying the name of a subdivision or a development ~~which shall~~ **may** be approved by the Planning Commission and Village Board, who may impose conditions on such signs.

E. Traffic Directional Signs

Traffic Directional signs not exceeding ten (10) square feet in area (per side) may be placed at driveway entrances to direct traffic to businesses served by the driveway. Such signs shall contain the business name or logo only and shall not contain any advertising message. A maximum of two (2) such signs may be located per driveway regardless of the number of businesses served by a driveway. Such signs shall be located on private property and shall comply with vision triangle clearance requirements contained in Section 5.01.

F. Subdivision Lot Sales Signs or other Residential Unit Sales Signs

Subdivision lot sales signs or other residential unit sales signs relating to the sale of land in a newly developed subdivision or relating to a residential project may not exceed thirty-two (32) square feet in area; not more than one (1) per primary street serving the development; located not less than ten (10) feet from the property line. Along County, State, or U.S. Highways, such signs may not exceed ninety-six (96) square feet in area, and be located not less than ten (10) feet from any right-of-way line. Such signs shall be removed no later than the date on which all lots in the subdivision or residential units in the project have been sold at least once.

6.06 SIGNS IN INSTITUTIONAL AND PARK DISTRICTS WHICH REQUIRE A SIGN PERMIT

A. Institutional and Park Name Signs

Institutional and Park Name Signs are permitted in the I-1 and P-1 Districts when approved by the Planning Commission.

B. P-1 Park & Recreation Districts

All permanent signs on public or private lands which are zoned P-1 may be permitted as a Conditional Use as described in Article 6.07 A. 8.

6.07 SIGNS REQUIRING A CONDITIONAL USE PERMIT

There are certain types of signs which, because of their unique characteristics, cannot be properly classified as unrestricted permitted uses in any particular zoning district or districts. Such signs may be necessary or desirable to be allowed in a particular district provided that due consideration is given to locations, size and design. Such signs are classified as conditional uses. Such signs may only be erected following the issuance of a conditional use sign permit as outlined in Section 4.00 of the Zoning Code. Prior to the granting of any conditional use sign permit, the Planning Commission may stipulate such conditions and restrictions upon the establishment, locations, size, construction, color maintenance, and operation of the sign as deemed necessary to promote the public health, safety and general welfare of the community.

A. Conditional Use Sign Permit Required

The following signs may be allowed with a conditional use permit, as provided in Section 4.00 of the Zoning Code:

1. Search lights or balloons may not be used on a permanent basis. A permit for such an advertising device may be issued for up to five (5) days and may not exceed a total of twenty-five (25) days or five (5) permits per year.
2. Advertising vehicles may not be parked on any public right-of-way. A permit may be issued for an on-premises advertising vehicle for a period of time not to exceed five (5) days and no more than three (3) permits per location may be issued per year.
3. Changing Message/Electronic Signs in All Zoning Districts
The Planning Commission may approve a changing message electronic sign provided the following findings can be made by the Commission:
 - (a) The sign regulations applicable to the zoning district would allow a static message sign of identical size and placement as the proposed changing message electronic sign.

- (b) Proximity of the changing message electronic sign to nearby traffic signals would not adversely affect public safety by distracting or confusing motorists.
 - (c) Visibility of the changing message sign from nearby residential properties would not create a nuisance for nearby residents.
 - (d) That the intensity of the changing message lights shall not create a nuisance.
4. Combination of signs may be permitted for Business and Industrial/Manufacturing multiple tenant buildings as follows:
- (a) Master Identification Signage may be provided which displays the name of the shopping center, and may also include information such as, but not limited to: names or lists of individual stores, hours of operation, and/or special sales information. One (1) master identification sign may be permitted along each roadway abutting a multiple tenant building. Each such sign shall not exceed three hundred (300) square feet in total area and twenty (20) feet in height.
 - (b) Exterior Wall Signage. Each tenant business in a multiple tenant building which has an exterior front wall may have exterior wall signage not exceeding sixty (60) square feet, in area or exceeding two (2) feet in height.
5. Billboards/Highway Signs that exceed the size requirements as established in Section 6.00 of the Zoning Ordinance, not exceeding 500 square feet.
6. Signs Exceeding Height Limitations
- (a) Signs identifying business establishments within 1,000 feet of a U.S. Highway interchange may exceed the height limitation of Section 6.00, but in any case shall not exceed a height of 75 feet.
 - (b) Ground signs identifying business establishments with frontage along a State Highway may exceed the height limitation of Section 6.00, but in any case shall not exceed a height of 30 feet.
7. In Public Parks which are zoned P-1, temporary signs or banners may be permitted. Such signs or banners may have either a commercial advertising message or a community activity or community organization message. Such signs shall be mounted on a fence or other permanent structure, and shall be easily removable. The area of any one such sign

shall not exceed 40 square feet per side. Requirements such as the length of term for displaying such signs, removal requirements, permit fees, and the number of signs allowed under any one Conditional Use Permit, shall be determined by the Planning Commission as conditions of approval.

8. In all lands which are zoned P-1, permanent signs may be permitted as a Conditional Use. The height, size, location, total sign area, number of signs, color, materials, maintenance requirements, and all other physical characteristics of such signs shall be determined on a case-by-case basis, and shall be in accord with a Master Signage Plan for each premises. Permanent signs on P-1 zoned parcels which were in existence prior to September 1, 2004 and which were legally constructed in accord with applicable regulations in effect at the time of their installation may remain and may be maintained including wording changes, but shall not be increased in area.
9. Projecting signs, defined as signs attached to a building wall and extending outward therefrom more than twelve (12) inches, may be permitted as a Conditional Use in any Commercial, Business or Manufacturing District. Such projecting signs shall comply with the following requirements:
 - a) Only one (1) projecting sign may be located on a premise.
 - b) The area shall not exceed twenty (20) Sq. Ft. per side or forty (40) Sq. Ft. total per sign.
 - c) Such signs shall not project over any lot line into any public right-of-way.
 - d) Such signs shall be mounted firmly, and no component on the sign may swing, rotate or move freely.
 - e) In the B-1 district, such signs shall not exceed twelve (12) Sq. Ft. per side, or twenty-four (24) Sq. Ft. total, and shall be spaced a minimum of twenty (20) feet apart.

6.08 FACING

No sign except those permitted in Sections 6.02 and 6.04 shall be permitted to face a residential or park district within one hundred (100) feet of such district boundary.

6.09 LIGHTING AND COLOR

Signs shall not resemble, imitate, or approximate the shape, size, form, or color of

railroad or traffic signs, signals, or devices. Signs shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals or devices. Signs shall not be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, or fire escape. Signs shall neither be placed so as to obstruct or interfere with traffic visibility, nor be lighted in such a way as to cause glare or impair driver visibility upon public ways. Signs may be illuminated, but non-flashing.

6.10 CONSTRUCTION SPECIFICATIONS

A. Wind Pressure and Dead Load Requirements

All signs and other advertising structures shall be designed and constructed to withstand wind pressure of not less than forty (40) pounds per square foot of area and shall be constructed to receive dead loads as required in the Village of Slinger Code or other ordinances.

B. Supporting Members or Braces

Supporting members or braces of all projecting or wall signs shall be constructed of galvanized iron, properly treated steel, copper, brass or other non-corrosive, noncombustible material. All projecting signs, if placed at right or other angle to the wall or roof of any building, shall be attached by such non-corrosive metal bolts, anchors, cable or other metal attachments as shall insure permanent and safe construction and shall be maintained from rust or other defects. Every means or device used for attaching any sign shall extend through the walls or roof of the building, should the Building Inspector determine that the safe and permanent support of such sign so requires, and shall be securely anchored by wall plates to the inside of the walls or to bearings on the underside of two (2) or more roof or ceiling joists in accordance with instructions given by the Building Inspector.

C. Improper Braces

No signs or any part thereof or sign anchors, braces or guide rods shall be attached, fastened or anchored to any fire escape, fire ladder or standpipe and no such sign or any part of any such sign or any anchor, brace or guide rod shall be erected, put up or maintained so as to hinder or prevent ingress or egress through such door, doorway or window or so as to prevent the raising or placing of ladders against such building by the Fire Department of the Village of Slinger;

D. Plans

At the time of permit applications, plans shall be filed with the Building Inspector for footings for signs eight (8) feet to twenty (20) feet, methods of attachment of projecting signs, and engineering specifications and calculations as required by the Building Inspector.

6.11 INSTALLATION AND MAINTENANCE

A. Safety

All signs shall be installed and maintained in a workmanlike manner using equipment which is adequate and safe for the task. This Section recognizes that one of the greatest perils to the public safety is improper performance of sign contractors in the use of adequate equipment. As such the Building Inspector may deny a sign permit if the sign contractor does not have or does not arrange for use of adequate equipment. The Building Inspector may also cite the sign contractor for violation of this Section if he fails to use proper equipment in the maintenance of signs.

B. Electrical Signs

An electrical permit shall first be obtained before an electrical sign is installed. Electrical signs shall comply with Village, State and N.E.C. electrical codes. Electric sign contractors and their employees are hereby authorized to perform the following tasks:

1. Install exterior electric signs, ballasts or high voltage transformers to sockets or outline lighting tubes, and may connect said signs to primary branch circuit, if said circuit already exists outside of the building;
2. Install interior electric signs, but may not connect said signs to the primary branch circuit;
3. Maintain and replace any electric component within the sign, on its surface or between the sign and building for exterior signs only. This Section prohibits the electric sign contractor or its employees from performing work on electric signs in contradiction to established electrical codes.

C. Maintenance and Repair

Every sign, including but not limited to those signs for which permits are required, shall be maintained in a safe, presentable and good structural condition at all times, including replacement of defective parts, burned out lighting elements, painting (except when a weathered or natural surface is intended), repainting, cleaning and other acts required for the maintenance of said sign. In addition, the premises on which the sign is erected shall be kept in a clean, sanitary and inoffensive condition, free and clear of all noxious substances. The Building Inspector, shall require compliance with all standards of this Section. If the sign is not modified to comply with safety standards outlined in this Section, the

Building Inspector shall require its removal in accordance with this Section, or the sign shall be removed under the authority of the Building Inspector, and costs incurred shall be paid by the owner of the premises on which such sign is located. Signs removed for maintenance and repair for over thirty (30) days shall be required to reapply for a sign permit before re-erecting the sign, unless the Planning Commission has first granted an extension of time.

D. Protection of the Public

The temporary occupancy of a sidewalk or street or other public property during construction, removal, repair, alteration or maintenance of a sign is permitted, provided the space occupied is roped off, fenced off or otherwise isolated.

6.12 EXISTING SIGNS

Signs lawfully existing at the time of the adoption or amendment of this Ordinance may be continued although the size or location does not conform to this Ordinance. However, all nonconforming signs shall be deemed nonconforming uses or structures and the provisions of Section 8.00 of this Zoning Code shall apply.

6.13 ABANDONED SIGNS

All signs or sign messages shall be removed by the owner or lessee to the premises upon which a sign is located when the business it advertises is no longer conducted. If the owner or lessee fails to remove the sign, the Building Inspector shall give the owner a thirty (30) day written notice by certified mail to remove said sign. Upon failure to comply with the first notice, the Building Inspector shall, by certified mail, send a second notice giving the owner an additional forty-eight (48) hours to remove the sign. Upon failure to comply with the second notice, the Village shall cause the removal to be executed, the expenses of which shall become a lien against the property as provided in §66.60 (15), Wis. Stats., on the property on which the sign is located as of the date of the removal of the sign and shall automatically be extended upon the current or next tax roll as a delinquent tax against the property. All proceedings related to the collection, return and sale of property for delinquent real estate taxes shall apply.